

**DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN  
APPLICATION DATA SHEET (37 CFR 1.76)**

Electronic Version v11

Stylesheet Version v10

**Title of  
Invention**

**ADVERTISING BOX AND ITS USE IN AN ONLINE ADVERTISING  
SYSTEM**

As the below named inventor, I declare that:

This declaration is directed to the invention titled: " ADVERTISING BOX AND ITS USE IN AN  
ONLINE ADVERTISING SYSTEM"

I believe that I am the original and first inventor of the subject matter which is claimed and for  
which a patent is sought;

I have reviewed and understand the contents of the above-identified application, including the  
claims, as amended by any amendment specifically referred to above;

I acknowledge the duty to disclose to the United States Patent and Trademark Office all  
information known to me to be material to patentability as defined in 37 CFR 1.56, including  
for continuation-in-part applications, material information which became available between the  
filing date of the prior application and the national or PCT International filing date of the  
continuation-in-part application.

All statements made herein of my knowledge are true, all statements made herein on  
information and belief are believed to be true, and further that these statements were made  
with the knowledge that willful false statements and the like are punishable by fine or  
imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the  
application or any patent issuing thereon.

**FULL NAME OF INVENTOR:**

Inventor: Aiichiro Takahashi

Inventor

Signature : /AT/

Citizen of : JP

## DECLARATION

As the below named inventors, we declare that:

This declaration is directed to the invention titled:

**Advertising box and its use in an online advertising system**

We believe that we are the original and first inventors of the subject matter which is claimed and for which a patent is sought;

We have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment specifically referred to above;


We acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to us to be material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.

All statements made herein of own knowledge are true, all statements made herein on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the application or any patent issuing thereon.

Declarant: Aiichiro Takahashi (as the Inventor)

Citizenship: Japan

Signature:

A handwritten signature in cursive script, appearing to read "A. Takahashi", written in dark ink. The signature is fluid and stylized, with a long horizontal stroke extending from the end of the name.

Date:

10/9/2004